

Mental Health Awareness Month Campaign



5 YEARS OF TRANSFORMING THE CONVERSATION ON CHILDREN'S MENTAL HEALTH

The Child Mind Institute ignites a powerful national campaign each May for Mental Health Awareness month to fight stigma and open up the conversation on mental health.

Since launching in 2017, the campaign has featured 196 video messages from celebrity participants. Each person shares a simple and meaningful piece of advice that is relevant to the year's campaign theme in an effort to encourage a child who is struggling to seek help. One in five kids struggle with a mental health disorder and yet two-thirds will never seek treatment or care. Our participants share this powerful message: You don't have to do it alone.

Notable Participants



Andrew Garfield



Zoe Saldana



Bill Hader



Emma Stone



Gabrielle Union



Jonah Hill



Kevin Love



Margot Robbie



Octavia Spencer



Reese Witherspoon



Sarah Silverman



Tan France

"Everyone around me seemed to be trying to convince me that I wasn't feeling what I was feeling. Luckily enough, my own voice saying that something was wrong was louder. I found my own ability to save myself. I know that a lot of people don't have that ability or don't even see it as an option, which is really why this initiative from the Child Mind Institute is so important."

Gabby Sidibe

What helped me was learning that [the anxiety] doesn't really go away. You manage it. And instead of pushing away your anxiety — and I always imagined my anxiety as this little monster that would kind of attack my face or pull my ears — instead of pushing that thing away and trying to fight it, I would just go, 'Hey, oh hey buddy.' You know, like it was a little monkey."

Bill Hader

"There is no part of you that you should be ashamed of. You are exactly who you are supposed to be, and the only person even qualified to be you, is you."

Sarah Silverman

"Everyone has problems. Everyone feels yucky on the inside sometimes. You deserve to feel just as beautiful on the days that you wear no make-up and the days you don't shower and the days where you feel like you're depressed."

Kristen Bell

Themes

2021

Getting Better Together

[Learn More](#)

There's hope in asking for help. The Getting Better Together campaign features personal testimonials from celebrities and kids to fight shame and stigma and show how we can all cope with stress, isolation, and mental health challenges.

2020

#WeThriveInside

[Learn More](#)

Helping kids through COVID-19 and beyond with inspiring videos and resources at the height of the pandemic.

2019 · 2018 · 2017

#MyYoungerSelf

[Learn More](#)

Prominent individuals speaking to their younger selves about growing up with a mental health or learning challenge.

16.5 billion

TOTAL
IMPRESSIONS

196

TOTAL
CELEBRITY VIDEOS

863

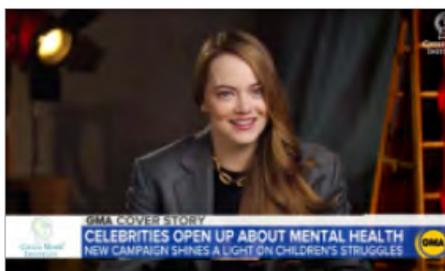
TOTAL
MEDIA PLACEMENTS

Notable Media Moments



The Today Show

[Watch](#)



Good Morning America

[Watch](#)



The Ellen Degeneres Show

[Watch](#)

Media Coverage



The Child Mind Institute is dedicated to transforming the lives of children and families struggling with mental health and learning disorders by giving them the help they need to thrive. We've become the leading independent nonprofit in children's mental health by providing gold-standard evidence-based care, delivering educational resources to millions of families each year, training educators in underserved communities, and developing tomorrow's breakthrough treatments. Together, we truly can transform children's lives.



We have reached **50,580+** children through clinical care, research evaluations, and school-based programs.



We have reached **34,340+** students through mental health treatment, support groups, workshops and classroom coaching.



Our clinicians have treated **12,520+** patients from **44 nations**, **48 states** and **Washington, DC**.



More than three-quarters of the children we have reached received free or reduced-cost services.



The **Healthy Brain Network** has enrolled **5,210+** children to receive diagnostic evaluations at no cost.



1.2+ million people follow us on social media for stigma-busting and evidence-based information.



26,570+ parents and school staff have received coaching and training on student mental health and behavior management topics.



Researchers in **3,323 cities worldwide** have published **1,289 articles** using our open science data sets.



Over 3 million people have gained insight into a child's behavior using our online Symptom Checker at childmind.org/symptomchecker.



Up to **2 million parents and educators** visit childmind.org each month to access credible information for their children.

